

ePOCRATES™

INTUITIVE SOLUTIONS FOR THE MEDICAL MIND

ePocrates Detailed Guide

Updated September 27, 2002





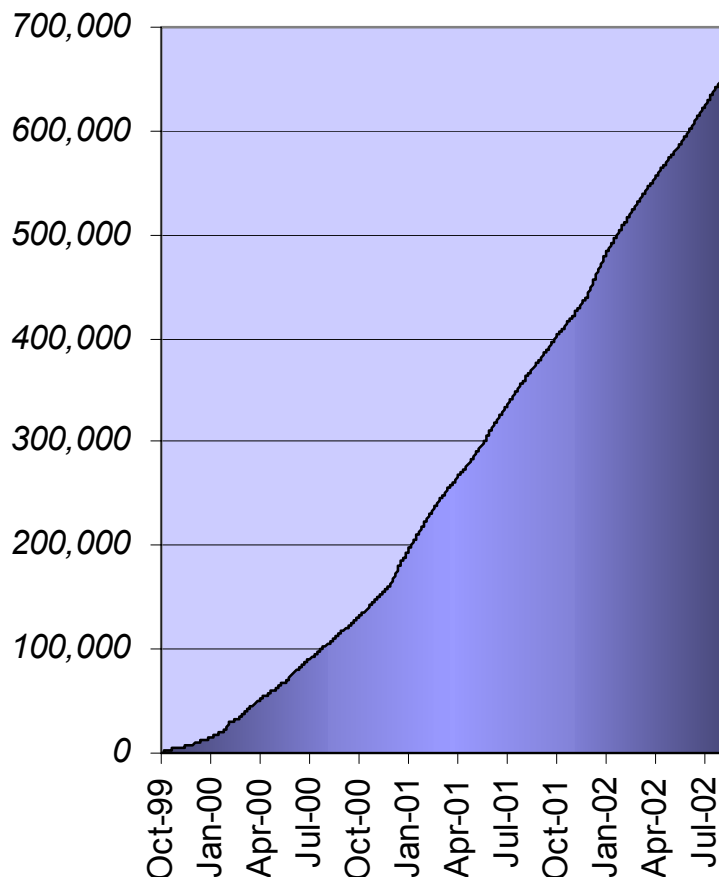
Table of contents

<u>Topic</u>	<u>Slide #</u>
ePocrates adoption (user base growth chart)	3
ePocrates adoption by specialty	4
ePocrates adoption by profession	5
ePocrates user testimonials	6
Harvard medication errors study	7
ePocrates software - product overview	8
Where ePocrates gets its content	9
AutoUpdate (what it is and how it works)	10
ePocrates Rx Pro™ – overview	11
ePocrates Rx Pro™ – clinical content	12
ePocrates Rx Pro™ – formulary content	25
ePocrates Rx Pro™ – alternative medicine content	31
ePocrates Rx Pro™ – clinical tables and guidelines	39
ePocrates Rx Pro™ MedTools™ – ePocrates ID™	40
ePocrates Rx Pro™ MedTools™ – MedMath	44
ePocrates Rx Pro™ Certificate Program (get Rx Pro for free)	45
DocAlerts® (what they are and how they work)	46
ePocrates Honors™ Program	48
Appendix (contact info., tips for using ePocrates software)	59



The most popular PDA drug reference

ePocrates adoption



- **Over 650,000 total users, including 285,000 physicians**
- **Over 800 new users per day**
- **~35% of all physicians in the U.S. representing every medical specialty have downloaded ePocrates Rx**

“ePocrates Rx is state-of-the-art, the benchmark, the one to have and keep.”¹ - JAMA

**“We recommend ePocrates Rx as a cost-effective way to reduce medication errors.”²
- ISMP MEDICATION SAFETY ALERT**

¹ Dr. Robert Hogan, JAMA, July 11, 2001 - Vol 286, No. 2

² ISMP Medication Safety Alert. May 31, 2000. Vol 5, Issue 11.



The most popular PDA drug reference

Over 35% of all physicians in the U.S.*, representing every medical specialty, use ePocrates software including:

- 69% of oncologists
- 64% of I.D. specialists
- 63% of emergency physicians
- 61% of nephrologists
- 57% of pulmonogolists
- 55% of cardiologists
- 53% of vascular surgeons
- 52% of endocrinologists
- 47% of neurologists
- 43% of internists
- 42% of allergists and immunologists
- 41% of anesthesiologists
- 37% of otolaryngologists
- 36% of rheumatologists
- 36% of neurosurgeons
- 36% of family practice physicians
- 33% of general surgeons
- 33% of urologists
- 32% of plastic surgeons
- 32% of rehabilitation physicians
- 31% of pediatricians
- 31% of dermatologists
- 29% of OB/Gyn's
- 28% of hematologists
- 25% of orthopaedic surgeons
- 24% of cardiac/thoracic surgeons
- 23% of psychiatrists
- 21% of ophthalmologists

* Percentages based on ePocrates user registration and AMA physician numbers (6/2002)



The most popular PDA drug reference

Over 600,000 healthcare professional users



- 285,000 Physicians
- 75,000 Nurses/CRNA's
- 58,000 Medical students
- 50,000 Pharmacists
- 25,000 Nurse practitioners
- 22,000 EMT's/Paramedics
- 20,000 Physician Assistants
- 20,000 Dentists
- And 47,000 others
 - Optometrists
 - Veterinarians
 - Psychologists
 - Podiatrists
 - Chiropractors
 - Dieticians
 - And more

What ePocrates users are saying . . .



“I use ePocrates Rx Pro numerous times every day and it has already become indispensable. It makes my job more efficient, helping me prevent medication errors and cut down pharmacy callbacks. Now, it has also given me more confidence with alternative meds.”

- DR. MONTEE, KLAMATH FALLS, OR

“I have been using ePocrates for about a year. I find that it is incredibly helpful, and I am constantly reaching for my palm pilot to check on something. It is infinitely easier than looking for the PDR.”

- DR. LICKER, DESOTO, TX

“The other day I advised a surgeon on Levaquin dosing. Something was nagging me so I looked up the dosing on ePocrates Rx and found my error. I called the floor and corrected the potential overdose before it happened.”

- DR. DELEEUW, KEY BISCAYNE, FL



Harvard study finds ePocrates Rx™ reduces medical errors

- Investigators at Brigham and Women's Hospital conducted a seven-day, online survey of physicians who used ePocrates Rx during March 2000
- Published in the May/June 2002 issue of the *Journal of the American Medical Informatics Association* (JAMIA)
- **Some of the survey's significant findings include:**
 - 50% of physicians indicated that using ePocrates Rx helped them avoid one or more adverse drug events per week
 - 80% said that ePocrates Rx improved their drug knowledge and improved patient care
 - Practice efficiency was rated as improved by over 80% of respondents in both inpatient and outpatient settings
 - More than 50% of physicians said that patients were more satisfied with their care



ePocrates is offering two new clinical applications for Palm OS handheld devices



ePocrates Rx Pro™
Premium Clinical
Software Suite - \$49.99/yr
(Not available for Macs)

Features Include:

- Over 2,700 drug monographs
- Formulary information
- MultiCheck™ *with alt meds*
- AutoUpdate
- Requires 2.7 MB of memory

Plus new content and features (in color):

- Alternative medicine monographs and interactions
- ePocrates ID™, infectious disease guide
- Clinical tables and treatment guidelines
- MedMath, clinical calculator
- Non-expiring application
- Free initial phone support
- Compatible with color devices



ePocrates Rx™
Clinical Drug
Database - Free

Features Include:

- Over 2,700 drug monographs
- Formulary information
- MultiCheck™ *(no alt meds)*
- AutoUpdate
- Requires 2.2 MB of memory

Notice: If you are already using ePocrates software, please upgrade to one of the new versions of ePocrates Rx™ as soon as possible. ePocrates is no longer updating the older versions (ePocrates Rx 4.0, ePocrates Rx Formulary 5.5, ePocrates ID) and they will expire.



ePocrates Content

Developed and continually updated by ePocrates' clinical editorial board of physicians and pharmacists

- Researches and evaluates manufacturer materials, drug information compendia, primary literature, specialty society recommendations, consensus guidelines and drug safety alerts
- Distills content from the Natural Medicines Comprehensive Database to create monographs and drug interaction content for the most commonly used and clinically significant alternative and complementary medicines
- Extensively reviews and refines each monograph
- Updates the ePocrates clinical database on a daily basis
- Works with a team of infectious disease specialists to regularly update ePocrates ID™, incorporating the latest specialty recommendations and guidelines
- Works with health plans to provide accurate and current formulary data, typically updated quarterly
- **Note:** Unlike the PDR, ePocrates does not charge pharmaceutical companies to include their clinical content

AutoUpdate – How it works

Daily updates made by the ePocrates clinical board are incorporated into your ePocrates Rx™ and ePocrates Rx Pro™ applications via the *AutoUpdate* feature. ePocrates recommends you AutoUpdate at least once per week.

Step 1. While connected to the Internet, place your handheld device into the cradle and push the button.



Step 2. When a picture similar but not necessarily identical to this one appears on your computer screen, you are connecting to the ePocrates servers and your ePocrates Rx™ database is being updated.

Notice: If you are already using ePocrates software, please upgrade to one of the new versions of ePocrates Rx™ as soon as possible. ePocrates is no longer updating the older versions (ePocrates Rx 4.0, ePocrates Rx Formulary 5.5, ePocrates ID) and they will expire.

ePocrates Rx Pro™

Premium Clinical Software Suite



New! Alternative Medicine

Monographs and
Interactions

New! Clinical Tables and Guidelines

Drug Database

- Over 2700 monographs
- Off-label indications
- Updated daily

AutoUpdate

Drug updates
daily

ePocrates Rx Pro ▼ All

Drugs Alt Meds Tables

▼ Aetna U.S. Healthcare

ammonium lactate topical		
amobarbital/secobarbital		
amoxapine		
amoxicillin		
amoxicillin/clavulanate		
Amoxil		
amphetamine/dextroamph...	n/a	
Amphocin	n/a	
Amphojel	n/a	

Look Up:..... By Class

MedTools

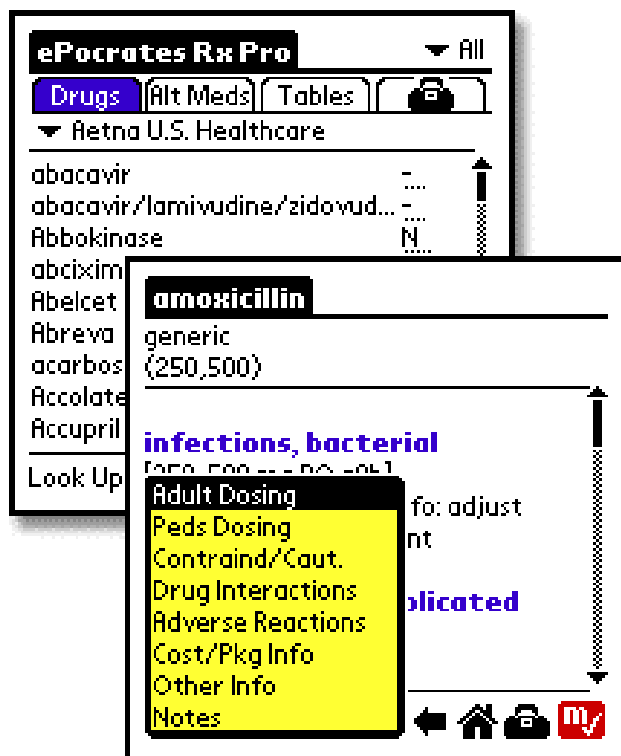
- ePocrates ID
- MedMath **New!**
- DocAlerts

New! Formulary Information

New! MultiCheck

Check interactions among
up to 30 drugs at a time

ePocrates Rx Pro™ – Clinical Drug Database



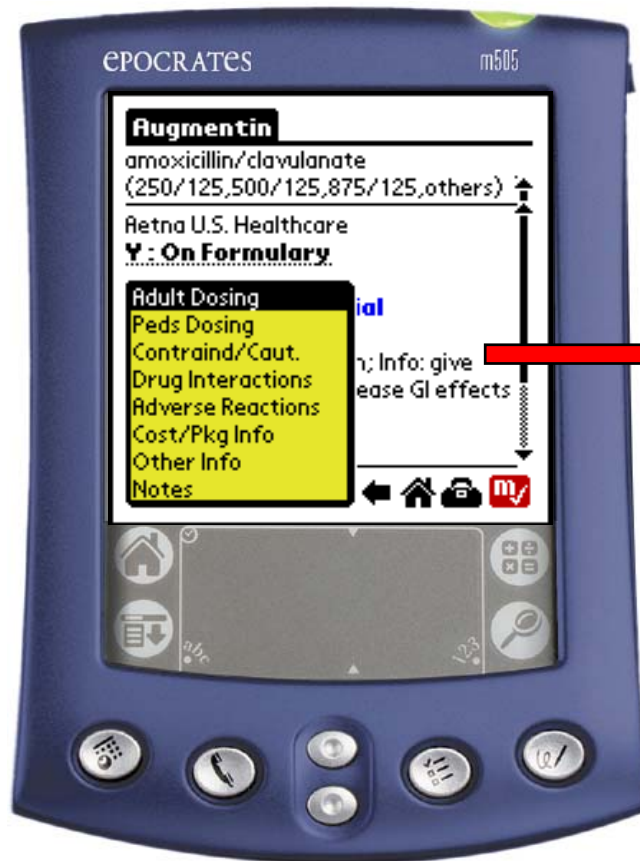
Evidence-based content distilled from primary sources and the latest treatment guidelines

Over 2,700 branded and generic drugs including:

- Adult and peds dosing
- Off-label indications
- Interactions
- Adverse reactions
- Contraindications
- Mechanism of action
- Pricing/Packaging
- Other information

ePocrates Rx Pro™ – Clinical Drug Database

Adult dosing



Augmentin
amoxicillin/clavulanate
(250/125,500/125,875/125,others)
Aetna U.S. Healthcare
Y: On Formulary
infections, bacterial
[500-875 mg PO q12h]
Alt: 250-500 mg PO q8h; Info: give
with food/milk to decrease GI effects
renal dosing
▲ Adult Dosing

- Displays indication specific **adult dosing** including off-label indications
- Lists brand name, generic name and dosage forms

ePocrates Rx Pro™ – Clinical Drug Database

Pediatric dosing



Augmentin
amoxicillin/clavulanate
(125,200,250,400 CH; susp; others)
Aetna U.S. Healthcare
Y : On Formulary

infections, bacterial
[<3 mo]
Dose: 30 mg/kg/d PO div q12h; Info:
use 125 mg/5 ml susp; dose based on
amoxicillin component; give with
food/milk to decrease GI effects

▲ Peds Dosing

- Displays indication specific **pediatric dosing** by age including off-label indications
- Lists brand name, generic name and dosage forms

ePocrates Rx Pro™ – Clinical Drug Database

Contraindications/Cautions



Augmentin
amoxicillin/clavulanate

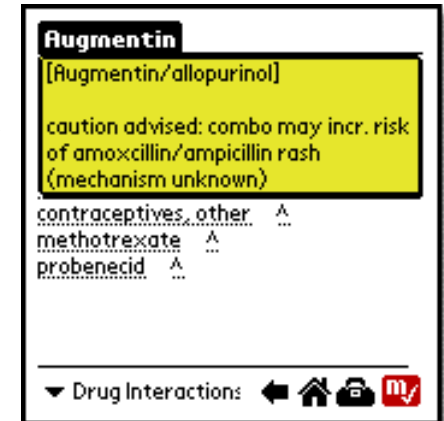
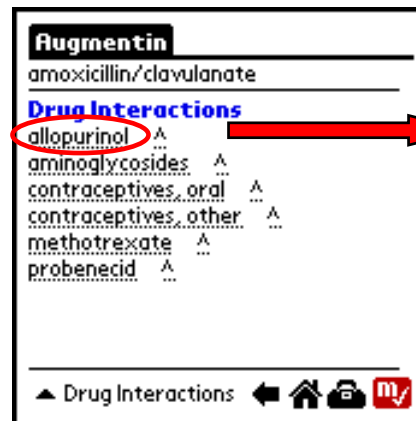
Contraindications/Cautions
hypersens. to drug/class/compon.
liver dysfunction with Augmentin
cholestatic jaundice with Augmentin
caution if impaired liver fxn
caution if impaired renal fxn
caution if ALL (incr. risk of rash)
caution if EBV, CMV (incr. rash)
caution if HIV (incr. risk of rash)
caution if cephalosporin allergy

▼ Contraind/Caut. ◀ ▶ 🏠 📁 🔍

- Displays absolute contraindications, followed by relative contraindications, followed by cautions

ePocrates Rx Pro™ – Clinical Drug Database

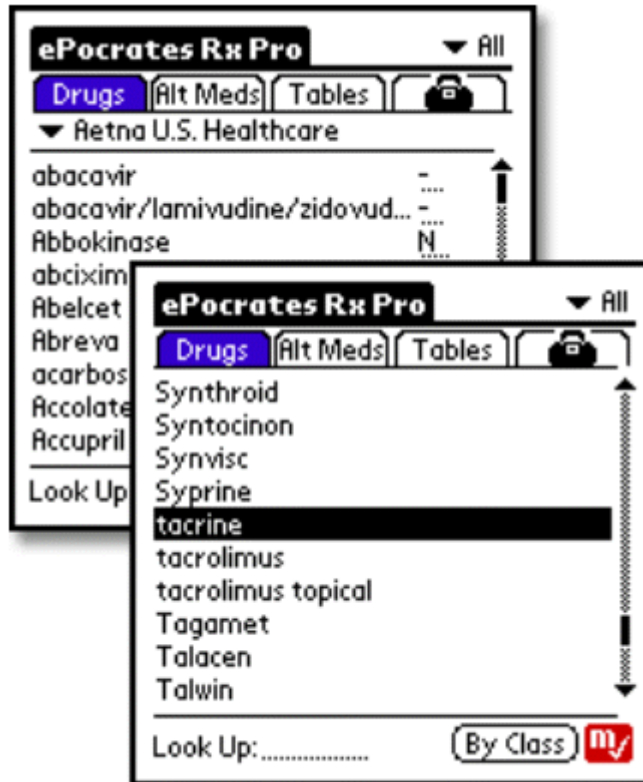
Drug-drug and drug-alternative medicine interactions



- Displays drugs and alt meds that interact with selected drug
- Tap on any listed interaction and you will view a pop-up window that describes the specific interaction

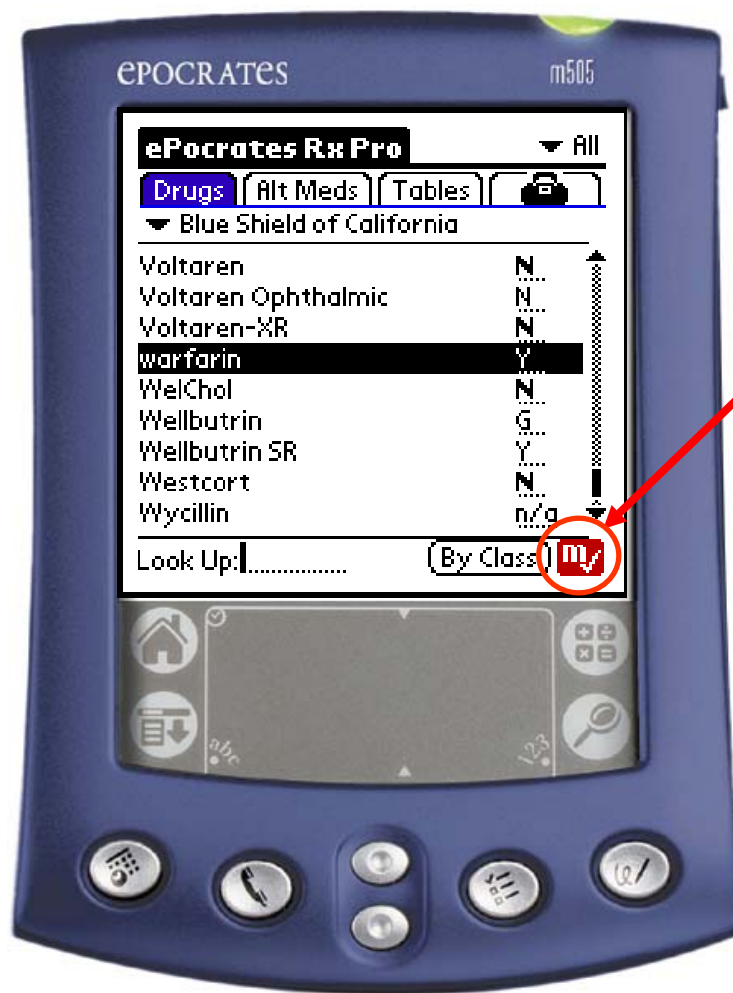
ePocrates Rx Pro™ - MultiCheck™

Quickly check for interactions among up to 30 drugs at once



- **MultiCheck™** allows you to quickly check for multiple drug interactions at one time. This feature is integrated with our proprietary drug interactions database to provide you with concise and clinically-relevant drug interactions.
- **ePocrates Rx Pro™** users can also use **MultiCheck™** to identify interactions with over 400 alternative medicines

MultiCheck™ example



Step 1.

Tap the **MultiCheck™** icon on the lower right hand corner of your screen.

MultiCheck™ example



Step 2.

Select up to 30 medications by tapping on each drug you want to check

MultiCheck

Select 2 or more drugs (Max 30) :

Voltaren Ophthalmic	N
Voltaren-XR	N
warfarin	Y
WelChol	N
Wellbutrin	G
Wellbutrin SR	Y

Look Up:

Step 3.

Tap "Run" to view interactions

MultiCheck

warfarin
fluconazole

St. John's wort	n/a
St. Mary thistle	n/a
Stadol	n/a
Stadol NS	QL
Starlix	N
stavudine	-

Look Up:

Step 4.

Tap on any combination to view recommended action and mechanism of interaction

Results

fluconazole <=> warfarin

St. John's wort <=> warfarin



Results

[St. John's wort/warfarin]

monitor INR: combo may decr. INR, anticoagulant efficacy (GI, hepatic metab. induced, gut p-glycoprotein induced)

ePocrates Rx Pro™ – Clinical Drug Database

Adverse reactions



Augmentin
amoxicillin/clavulanate

Serious Reactions
thrombocytopenia
agranulocytosis
anaphylaxis
pseudomembranous colitis
Stevens-Johnson syndrome
toxic epidermal necrolysis
leukopenia
anemia
eosinophilia

▲ Adverse Reactions

- Displays **adverse reactions**, listed as serious and common reactions
- Reactions are listed in order of relative frequency

ePocrates Rx Pro™ – Clinical Drug Database

Cost/packaging info



Augmentin
amoxicillin/clavulanate

Approximate Retail Price
from www.drugstore.com
[powder for reconstitution]
125 mg-62.5 mg/5 ml (1 bottle, 100 ml): \$28.06
250 mg-62.5 mg/5 ml (1 bottle, 75 ml): \$39.55
400 mg-57 mg/5 ml (1 bottle, 75 ml): \$51.28
600 mg-42.9 mg/5 ml (n/a): ---

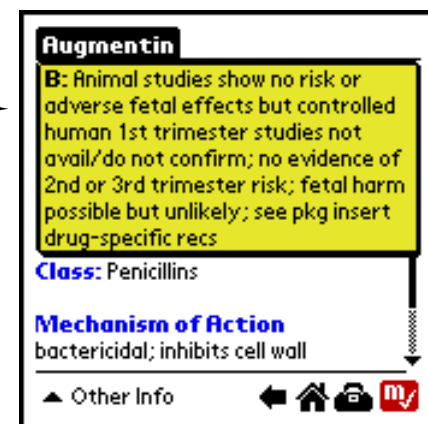
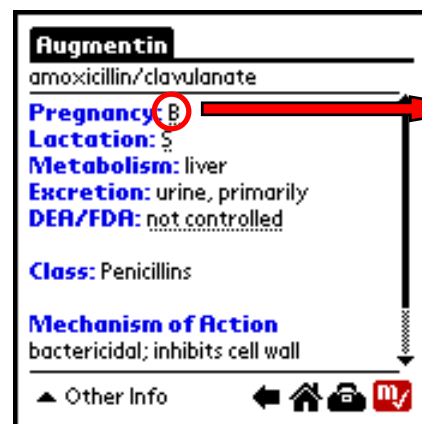
[tablet]
875 mg-125 mg (20 tabs): \$96.42
250 mg-125 mg (30 tabs): \$80.29

Cost/Pkg Info

- Provides average retail pricing of each drug
- Describes different packaging and tablet sizes for which each drug can be prescribed

ePocrates Rx Pro™ – Clinical Drug Database

Mechanism of action and other info



- Safety in pregnancy and lactation, mechanism of action, metabolism and excretion are displayed on one simple screen



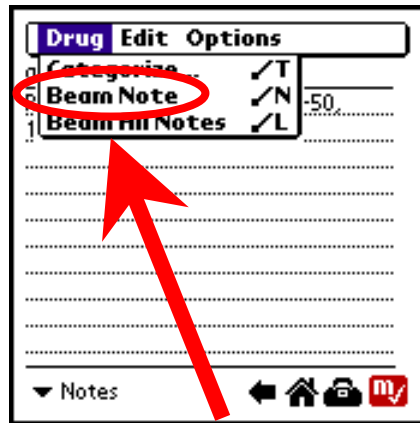
- Write personal notes on any drug in the database
- Notes can be “beamed” to colleagues

ePocrates Rx Pro™ – Clinical Drug Database

Beaming notes



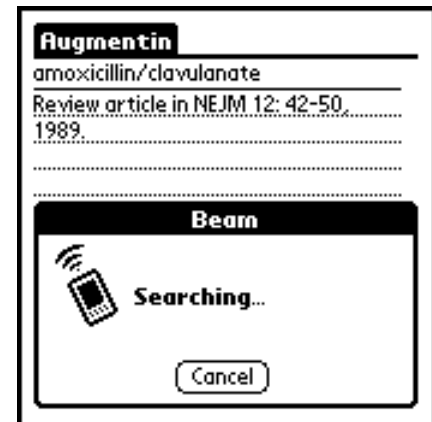
STEP 1. After opening ePocrates Rx or Rx Pro, tap the “Menu” icon



STEP 2. Tap “Beam Note”



STEP 3. Point your device towards colleague's Palm OS device

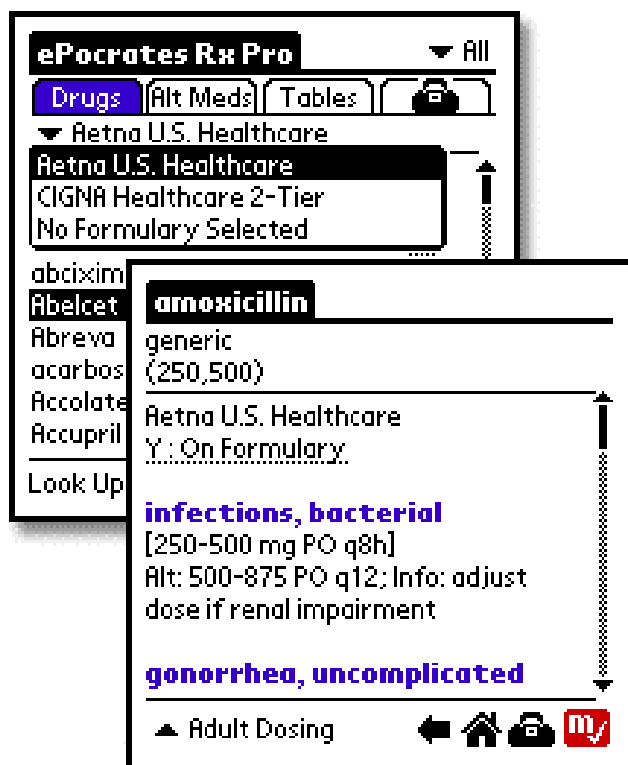


STEP 4. Colleague receiving beamed information is then prompted to accept or reject note



Formularies for national and regional health plans

Practice more efficiently and save your patients money



- Tired of spending so much time handling pharmacy callbacks?
- Quickly check to see which drugs are covered by your patient's insurance.
- Find information on:
 - Co-pays
 - Prior authorization requirements
 - Quantity limits
 - Step-therapy guidelines
- **You decide** which plans to add or delete (15-20 KB of memory per plan).

Customized Formulary Selection

Selecting and downloading your formularies is easy



Select State:

Select Type:

Available Formularies:

- CalOptima
- CIGNA Healthcare 2-Tier**
- CIGNA Healthcare 3-Tier
- Contra Costa Healthplan
- Ventura County Healthcare

→
Add To
My List

Remove From
My List
←

Your Formularies:

- Aetna U.S. Healthcare
- Allstate Insurance Company
- Blue Shield of California

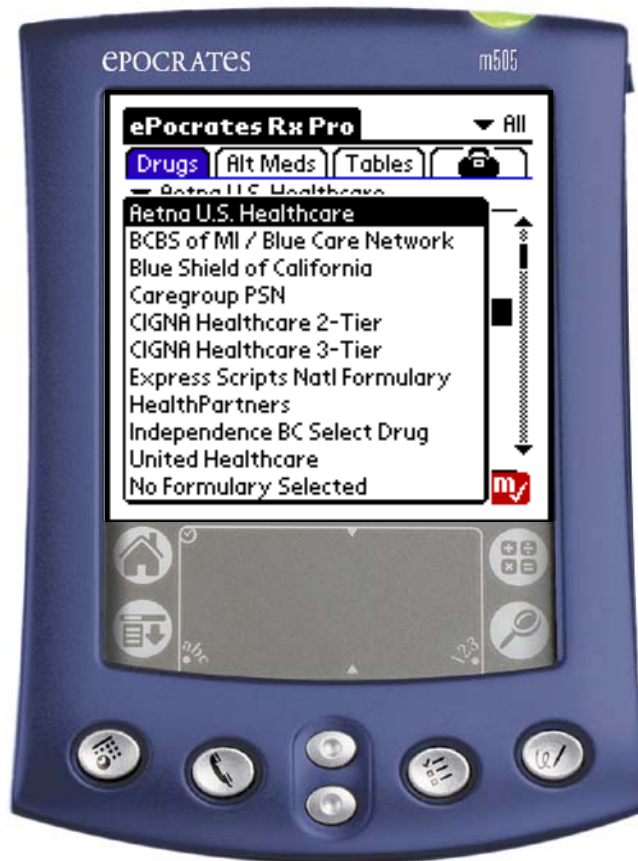
Approximate File Size: 43K

Cancel **Save Changes**

- During installation of ePocrates Rx™ or ePocrates Rx Pro™, you will be allowed to choose which formularies you want downloaded from the ePocrates website to your handheld device.
- You can also edit your personal formulary profile at the “My Profile” section of the ePocrates web site (in the upper right hand corner of the home page at www.epocrates.com).

Formularies

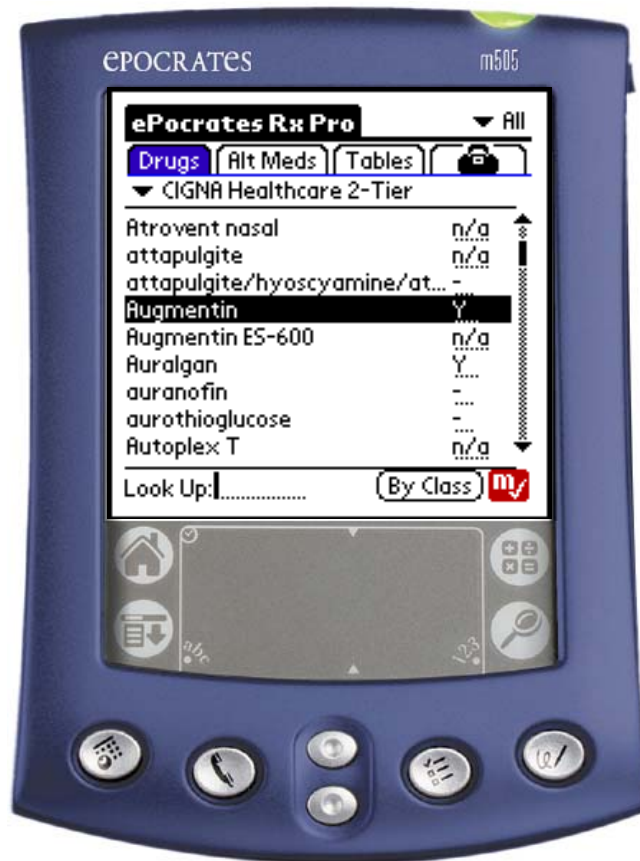
Customized formulary selection



- The formularies that you selected after installation are available in the pull-down menu on the Drugs screen. View the formulary for a particular health plan by selecting the health plan from the pull-down menu.
- If you want to hide all of the formulary codes, you can select “No Formulary Selected” at the bottom of the pull-down menu.

Formularies

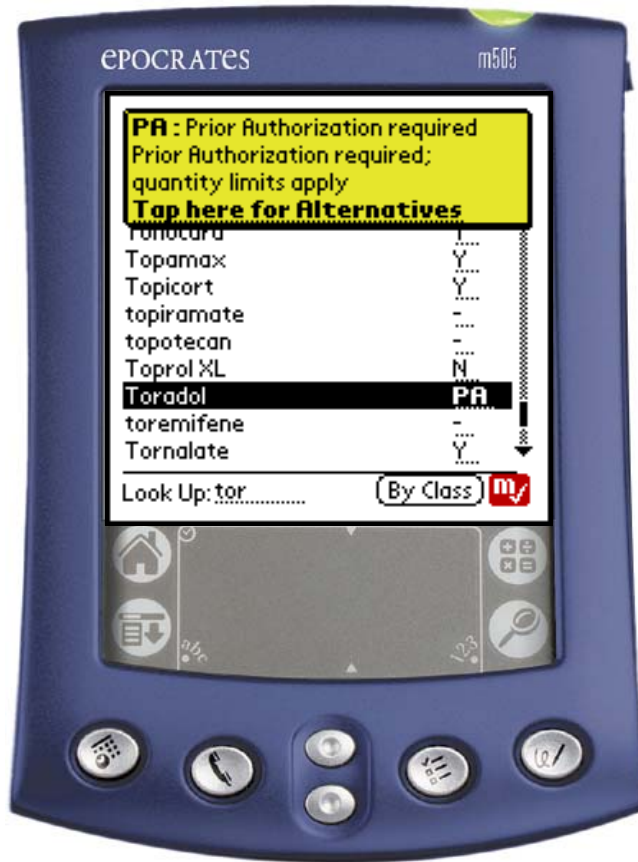
Search by brands or generics



- Select your formulary from the pull down menu, located below the “Drugs” tab.
- View a list of generic and brand drugs along with the formulary status code for each medication.

Formularies

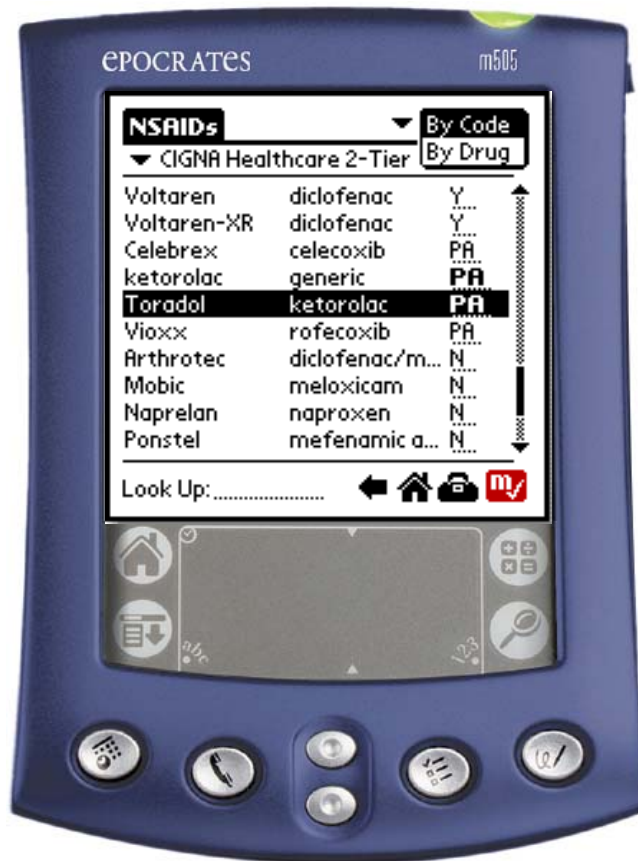
Customized for every drug



- Tapping on the Formulary Status Code to the right of each drug name opens up a pop-up box explaining the meaning of the code.
- When the Formulary Status Code appears in bold, additional information will appear in the pop up window, such as copay tier, prior authorization requirements, or quantity limits.
- You can also view formulary alternatives by selecting "Tap here for alternatives."

Formularies

View and sort other alternatives by code or by drug

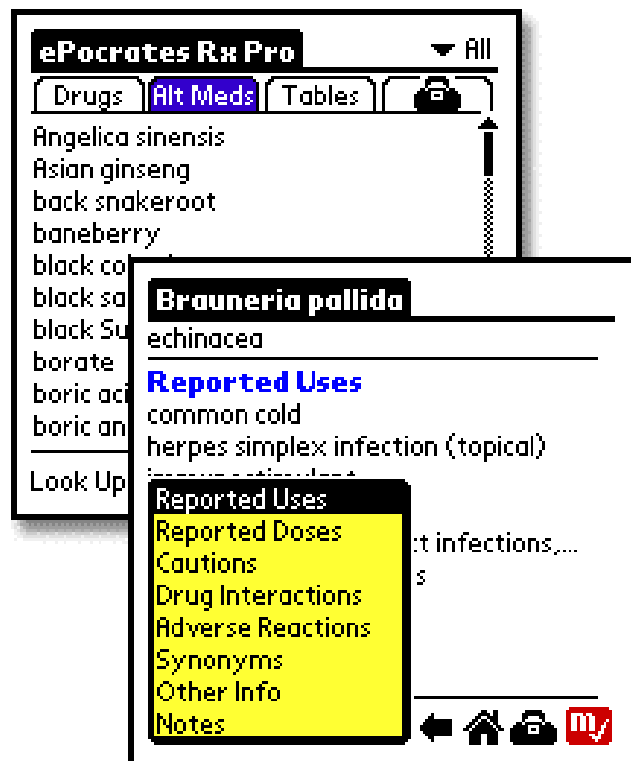


- After selecting “Tap here for alternatives” (see prior slide), you will see a list of other drugs in the same class you may want to prescribe instead, along with their formulary codes.
- Sort your alternatives “By Code” or “By Drug” by selecting an option in the pull down menu located in the top right hand corner of the screen.



Alternative Medicine Monographs and Interactions

Nearly 50% of patients are using complementary and alternative therapies. . . Do you have the information you need?



- Thoroughly researched, scientifically based database with over 400 alternative medicine monographs, including:
 - Drug Interactions
 - Adverse reactions
 - Reported Uses
 - Cautions
 - Reported Doses
 - Synonyms
- Also check interactions between up to 30 drugs and/or alternative medicines at once using MultiCheck™

ePocrates Rx Pro™ – Alternative Medicines

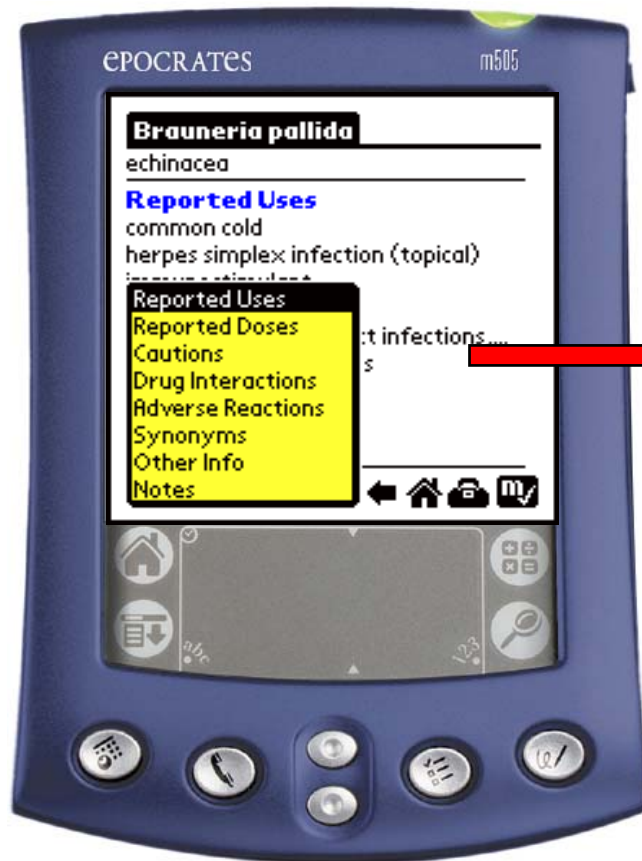
Listed in alphabetical order



- **Search for the alternative and complementary medicines (e.g. herbals) that your patients are taking.**
- Find comprehensive information on over 400 of the most commonly used and clinically significant agents in seconds.

ePocrates Rx Pro™ – Alternative Medicines

Reported uses



Brauneria pallida
echinacea

Reported Uses
common cold
herpes simplex infection (topical)
immunostimulant
psoriasis (topical)
upper respiratory tract infections,...
urinary tract infections
vaginal candidiasis
skin wounds (topical)
skin ulcers (topical)

▲ Reported Uses

- Why is your patient taking Brauneria pallida? Find the most commonly reported uses for each alternative or complementary medicine.

ePocrates Rx Pro™ – Alternative Medicines

Reported doses



Brauneria pallida
echinacea

Oral
[herb juice: 6-9 ml PO daily or 20 drops PO q2h x24h then tid until sx resolve; crude herb extract: 2 tablets PO tid until sx resolve; Echinacea pallida root tincture: 900 mg PO daily; herbal compound tea: 5-6 cups PO on day 1, then decr. by 1 cup/d ove]
Max: 8wks cont. use

▲ Reported Doses

- Quickly find the most widely reported dosages used for each compound.
- **Note:** *Safety/efficacy may not be established; Concentration of active ingredients may vary widely between products.*

ePocrates Rx Pro™ – Alternative Medicines Cautions



Brauneria pallida
echinacea

Avoid if
hypersens. to Asteraceae/Composi...
hypersens. to chrysanthemums, da...
autoimmune disorders
collagenosis/collagen dz
HIV/AIDS
leukosis
multiple sclerosis
tuberculosis

▲ Cautions

- Are your patients at risk for potential medical problems?
- Determine if your patient should be cautious with a particular alternative or complementary medicine.

ePocrates Rx Pro™ – Alternative Medicines

Drug Interactions



Brauneria angustifolia
[Brauneria angustifolia/corticosteroids, systemic]

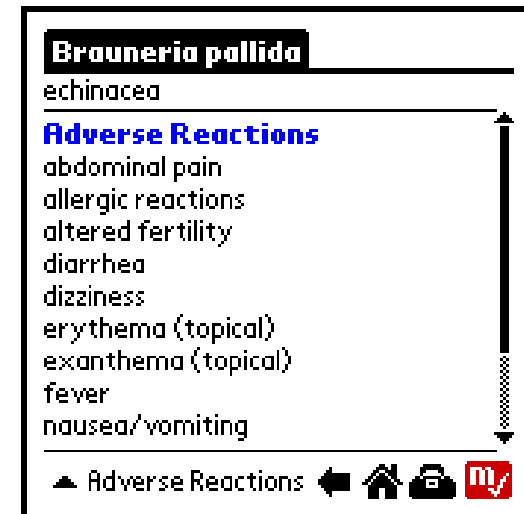
caution advised: combo may decr. corticosteroid immunosuppressant efficacy (antagonistic effects)

▼ Drug Interactions

- Displays drugs and alt meds that interact with selected alt med.
- Interactions are pulled from a central database, keeping them consistent throughout the application.

ePocrates Rx Pro™ – Alternative Medicines

Adverse Reactions



- Is your patient experiencing dizziness from a medication you did not prescribe?
- Quickly identify adverse reactions that may be associated with alternative and complementary agents.

ePocrates Rx Pro™ – Alternative Medicines Synonyms



purple cone flower

echinacea

Synonyms

- black sampson
- black Susans
- Brauneria angustifolia
- Brauneria pallida
- Echinacea angustifolia
- Echinacea pallida
- Echinacea purpurea
- Indian head

▲ Synonyms

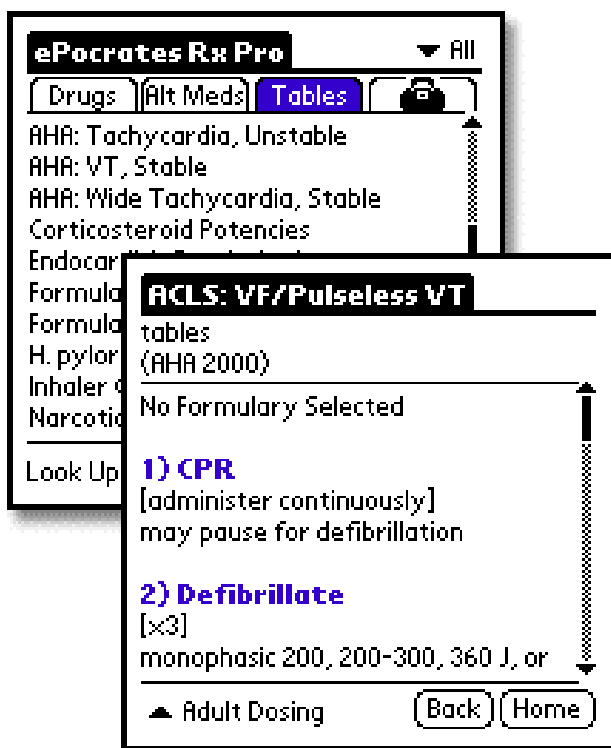
- What is a purple cone flower?
- A given alternative or complementary medicine may have multiple synonyms. Easily determine which agent your patient is taking.



ePocrates Rx Pro™ - Clinical Tables and Guidelines

Over 40 clinical tables and guidelines that you need at the point of care:

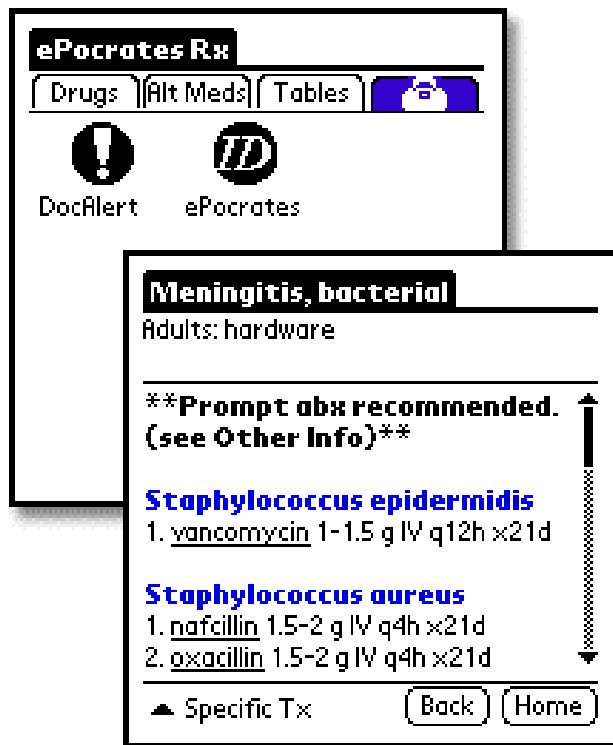
- Treatment recommendations such as:
 - ACLS guidelines
 - PALS guidelines
 - Vaccinations schedules
 - H. pylori treatment
 - Endocarditis Prophylaxis
- Conversion tables for opiates, corticosteroids, and more
- Medical Formulas





ePocrates Rx Pro™ - MedTools™

ePocrates ID™, Infectious Disease Application



The fastest and most complete infectious disease application available

- Access ePocrates ID™ in the MedTools™ tab
- Find infectious disease treatment recommendations in 5 seconds or less
- Access comprehensive information on over 300 diagnoses, and 350 bugs and 250 drugs
- Search by location, bug or drug
- Launch into ePocrates Rx™ clinical drug database and back



ePocrates ID™

An overview of features

Location ▼ By Location

- Bone/Joint
- CNS**
- ENT
- Eye
- Genital
- GI
- Heart
- Lung
- Other
- Skin/Soft Tissue
- Systemic

Look Up:

1. ePocrates ID™ thinks the way you do. Search by anatomic location to arrive at your diagnosis within seconds.

CNS

Adults

- Brain Abscess
- Encephalitis
- Epidural Abscess
- Meningitis, aseptic
- Meningitis, bacterial**
- Meningitis, chronic
- Meningitis, HIV-associated
- Subdural Empyema

Children

Look Up:

2. Because treatments vary, we stratify indications by age whenever possible.

Meningitis, bacterial

Adults

Please Select:

- basal skull fracture
- contiguous, with sinusitis
- hardware**
- immunocompromised or elderly
- post-traumatic
- unspecified

3. ePocrates ID™ allows you to quickly determine the appropriate therapy for your patient by narrowing down the diagnosis with clinically significant modifiers.

Meningitis, bacterial

Adults: hardware

****Prompt abx recommended. (see Other Info)****

Empiric Therapy

1. vancomycin 1-1.5 g IV q12h [and]
ceftazidime 2 g IV q8h

Empiric Tx

- Specific Tx**
- Other Info**
- Notes**

4. Easy-to-read pull down menus - like those in ePocrates Rx™ allow you to quickly navigate between different treatment screens.



ePocrates ID™

An overview of features

5. If a particular pathogen grows from a culture, you can tailor your therapy and avoid resistance by following the recommendations on the Specific Treatment screen.

ePocrates ID™

Meningitis, bacterial
Adults: hardware

****Prompt abx recommended.
(see Other Info)****

Staphylococcus epidermidis
vancomycin 1.5 g IV q12h x21d

Staphylococcus aureus
1. naftillin 1.5-2 g IV q4h x21d
2. oxacillin 1.5-2 g IV q4h x21d

▲ Specific Tx Back Home

ePocrates Rx Pro™

vancomycin
generic
(IV)

Retna U.S. Healthcare
Y: On Formulary

infections, bacterial
[500 mg IV q6h]
Alt: 1 g IV q12h; Info: decrease dose if renal failure; Levels: peak 25-40 mcg/ml, trough 5-10 mcg/ml

▲ Adult Dosing ← Home Lock my

6. **LAUNCHING**
Drugs with a solid underline indicate those which link to ePocrates Rx Pro™. Touch the “Back” button and return to ePocrates ID™.



ePocrates ID™

An overview of features

Drug Groups

Meningitis, bacterial
Adults: hardware

3. vancomycin 1-1.5 g IV q12h x21d

Enterobacteriaceae
1. ceftazidime 2 g IV q8h x21d [or]
aztreonam 2 g IV q8h x21d [or]
meropenem 2 g IV q8h x21d
[WITH/WITHOUT aminoglycoside
treatment]

▲ Specific Tx Back Home

aminoglycoside: amikacin,
gentamicin, paromomycin,
streptomycin, tobramycin,
isepamicin*, kanamycin*,
netilmicin*, sisomicin*

Enterobacteriaceae
1. ceftazidime 2 g IV q8h x21d [or]
aztreonam 2 g IV q8h x21d [or]
meropenem 2 g IV q8h x21d
[WITH/WITHOUT] aminoglycoside
treatment]

▲ Specific Tx Back Home

7. If a Drug Group is indicated for a particular infection, you can find the drugs in that group by tapping the group name, which has a dotted underline. The resulting popup window will also have drug names which can launch into ePocrates Rx Pro™.

Navigation

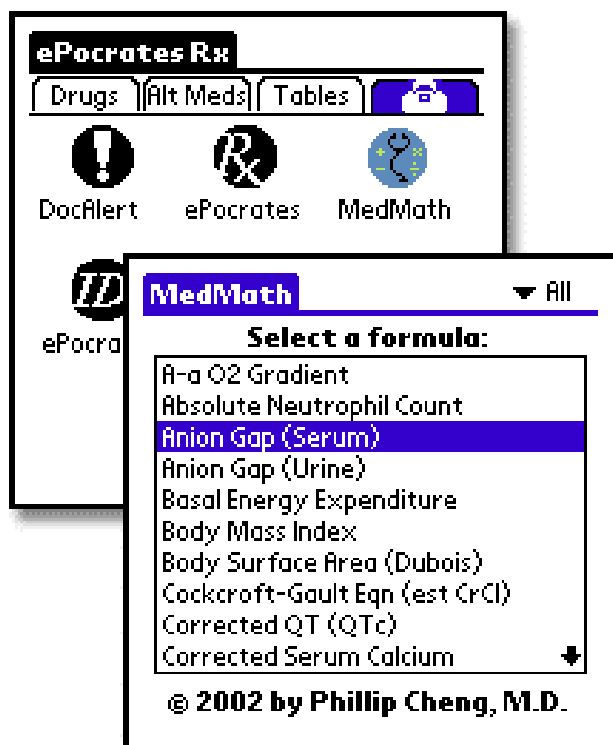
Location	By Location
Bone/Joint	By Bug
CNS	By Drug
ENT	
Eye	
Genital	
GI	
Heart	
Lung	
Other	
Skin/Soft Tissue	
Systemic	

Look Up:

8. In addition to searching by location, you can also quickly find treatment recommendations by bug or by drug using alternative navigation views.

MedTools™

MedMath, Medical Calculator



Rapidly calculate over 30 of the most commonly used medical equations

- Access MedMath in the MedTools™ tab
- Calculations include:
 - Ideal Body Weight
 - Mean Arterial Pressure
 - Body Surface Area
 - Corrected QT
 - Osmolality (serum)
- Onscreen numeric keypad entry
- Includes equations and references used to produce calculations
- Global selection of US or SI units

Certificate Program

Upgrade to ePocrates Rx Pro™ for free



Ask your pharma rep to sponsor ePocrates Rx Pro™ for you

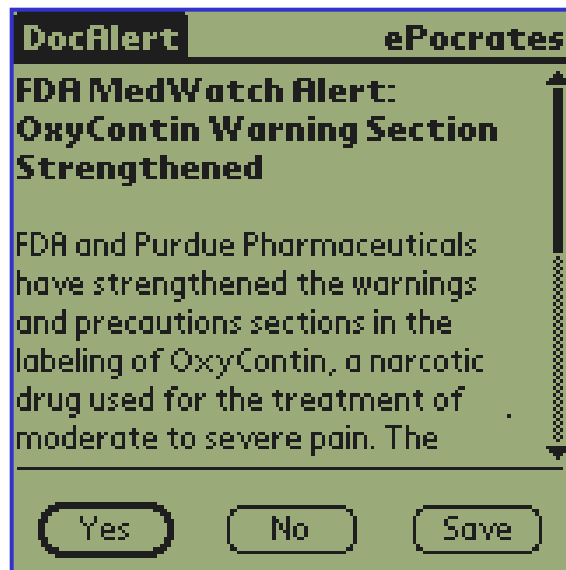


- ePocrates Rx Pro™ fits within new pharma marketing guidelines so reps can buy it for clinicians as a gift by visiting www.epocrates.com.
- You can also buy one or more copies of ePocrates Rx Pro™ for your colleagues or staff.
- Purchasers buy one or more copies of ePocrates Rx Pro™ on the ePocrates website and then receive and distribute redemption certificate codes to end users.
- End users enter certificate codes on ePocrates website and download ePocrates Rx Pro™.

DocAlerts® - What are they?



DocAlerts® are concise clinical, health or product related messages delivered to your handheld device after you perform a HotSync operation while connected to the Internet.



ePocrates DocAlerts® include:

- Medication safety alerts from the FDA, the ISMP (Institute for Safe Medication Practices) and the CDC (Center for Disease Control)
- Treatment guidelines from the CDC and AHRQ
- Notification of recent ePocrates database updates (new drugs, formularies, tables, etc.)
- Case questions to test your medical knowledge
- Evidence-based medicine news from leading medical journals (POEMS) and institutions
- Reuters health and medical news
- Other news about ePocrates products, features and services

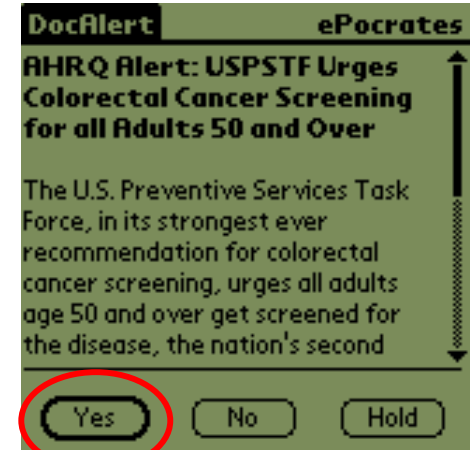
DocAlerts® – How do they work?



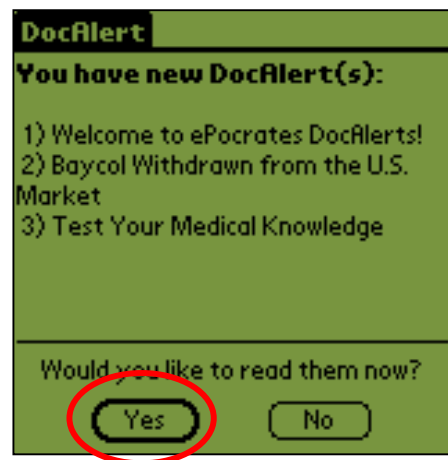
STEP 1.
HotSync your
handheld
device **while
connected to
the Internet**



STEP 3. After
reading the
DocAlert, you may
tap “Yes” to
request more
information, tap
“No” to move onto
the next message
or tap “Hold” to
save the message.



STEP 2. After
you HotSync,
you will receive
up to 3
messages on
your handheld
device. Click
“Yes” to view
them.



STEP 4.. If you
tap “Yes,” you
will receive your
requested
information via
email after your
next HotSync.



ePocrates Honors™

Participants have collectively earned over \$600,000

Clinicians get paid for sharing clinical opinions

- Clinicians can share their knowledge and express their opinions through market research
- Online surveys take between 10 to 45 minutes to complete
- Participants receive an honorarium
- In the past year, thousands of participating ePocrates Honors members have collectively earned over \$600,000 in honoraria

It only takes a minute to join ePocrates Honors™

- Log on to ePocrates website at www.epocrates.com
- Edit your user profile, leaving the first check box unchecked
- Once opted in, clinicians are eligible to receive email invitations to participate in one or more research studies
- Invitation criteria vary by study



APPENDIX

ePocrates contacts



Laura Kaufman

Senior Manager, Marketing

e-mail: lkaufman@epocrates.com

phone: (650) 227-1712

Technical Support

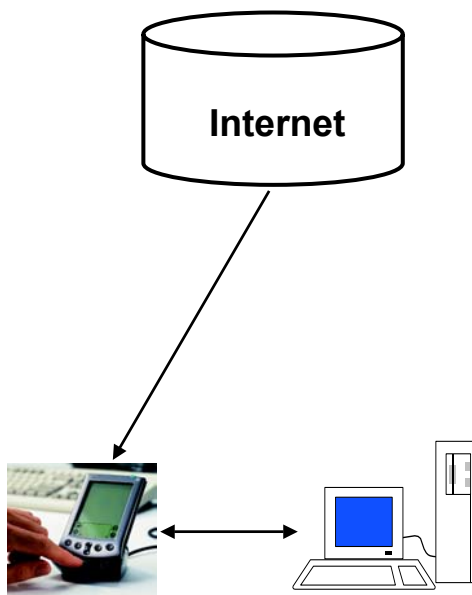
web support: www.epocrates.com/support

e-mail support: support@epocrates.com

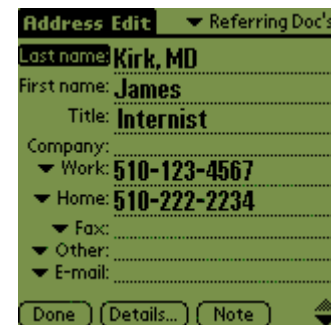
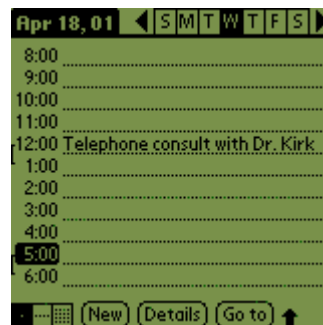


The benefits of using a handheld device

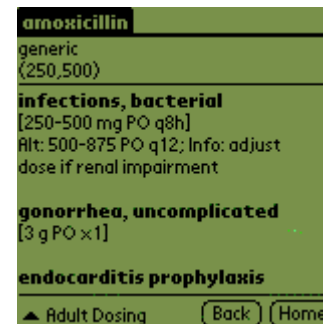
- Portable - a pocket computer that can be carried in your lab coat pocket while you're seeing patients.
- Convenient - data can be easily transferred to your Palm from your computer and from the Internet, making it fast and easy to obtain the most current information available.



- View your personal calendar and contact information wherever you go.



- Instantly access up-to-date clinical, pricing and formulary information.



How to download ePocrates software



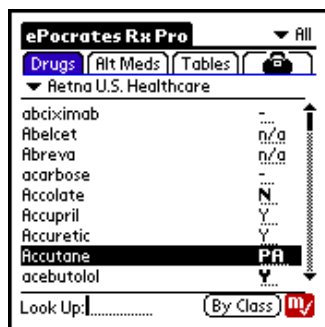
- Step 1. Connect to the Internet and go to <http://www.epocrates.com>
- Step 2. Place your Palm OS* compatible device in the cradle
- Step 3. Select which ePocrates application you'd like to download (ePocrates Rx™ or ePocrates Rx Pro™) and click "Download"
- Step 4. Follow the step by step registration and installation instructions
- Step 5. For help with registration and/or download, please consult our online technical support at <http://www.epocrates.com/support/>

*** Including Palm, Handspring, TRG, Sony, Samsung and Kyocera Smartphone brands; ePocrates software is NOT YET compatible with Pocket PC handheld devices.**

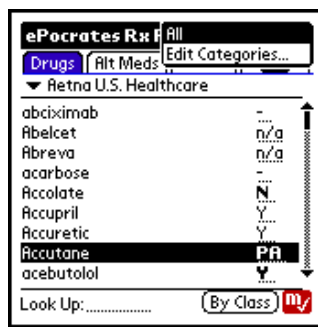
Additional features

ePocrates Rx™ and ePocrates Rx Pro™

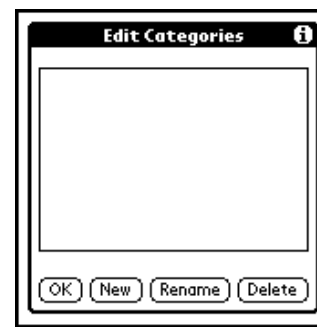
Tip 1. Create your own drug categories



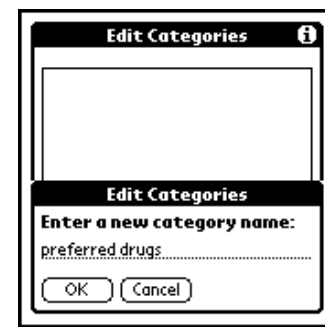
Step 1. Tap "All"



Step 2. Tap "Edit Categories"

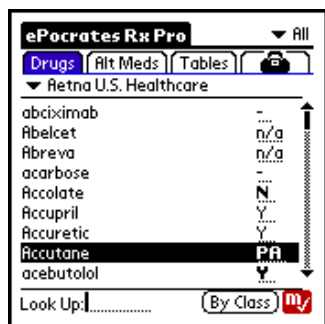


Step 3. Tap "New"



Step 4. Enter category name

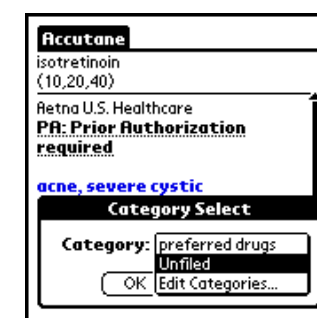
Tip 2. File drugs in your new category



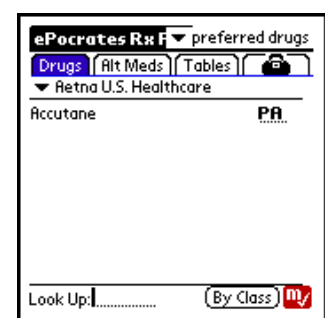
Step 5.
Select drug



Step 6. Tap menu
button and tap
"Categorize..."



Step 7. Tap your
category of choice

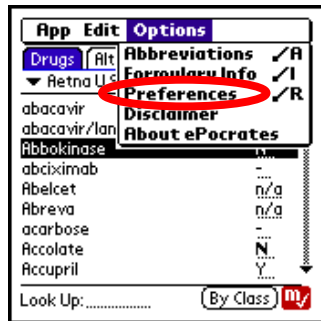


Step 8. Selected
drug now appears
in new category

Additional features

ePocrates Rx™ and ePocrates Rx Pro™

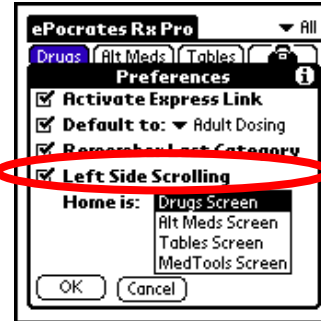
Tip 3. Set preferences (set defaults and move scrollbar left)



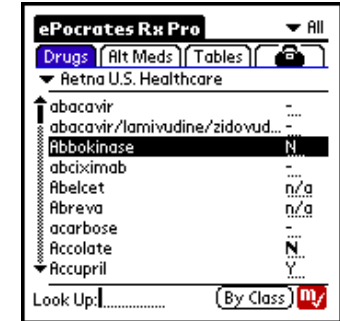
Step 1. Tap Menu. Under "Options", select "Preferences"



Step 2. Set default screens and tabs to automatically open to a particular screen or tab



Step 3. To move scrollbar to the left, check "Left Side Scrolling" box and tap "OK"

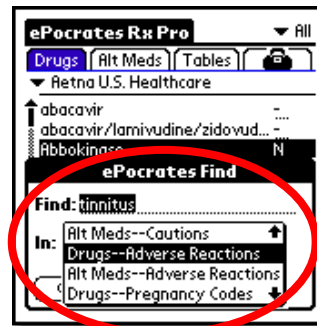


Step 4. Scrollbar is now on left hand side

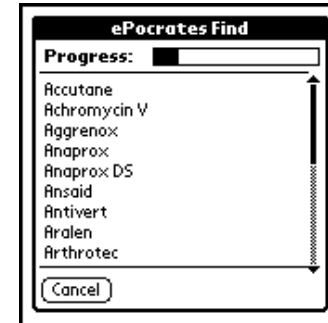
Tip 4. Find feature – search ePocrates Rx™ database



Step 1. Tap "Find" icon



Step 2. Select and type the information you want in the "Find" field; select the category in the "In" field; tap "OK"



Step 3. Screen displays which drugs match the information you entered

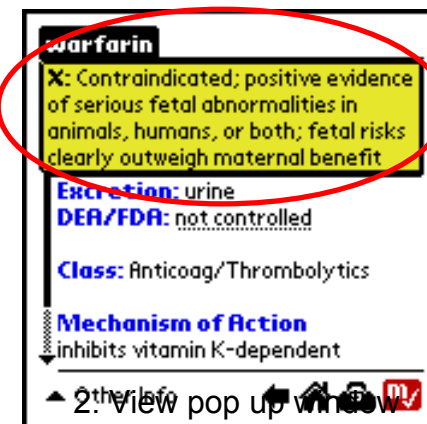
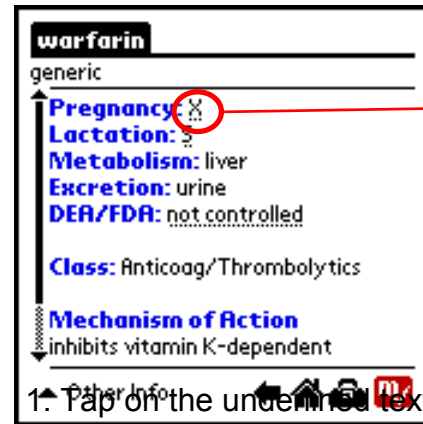
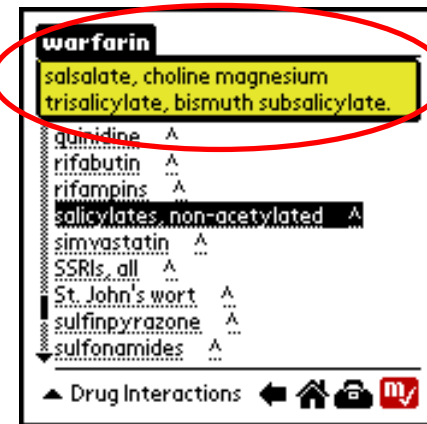
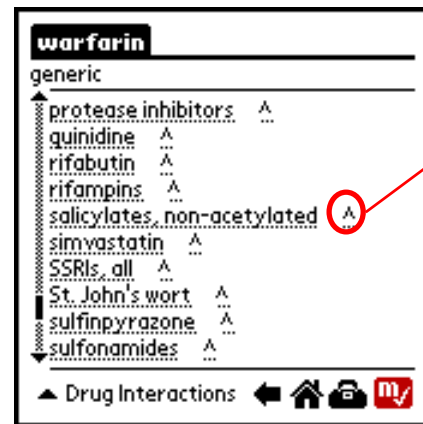
Example: Tinnitus is a possible adverse reaction when you prescribe any of these 106 drugs

Additional features

ePocrates Rx™ and ePocrates Rx Pro™



Tip 5. Access pop ups to view drug interactions and other information



1. Tap on the underlined text

2. View pop up window